

Message Text

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73

ACTION EUR-12

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R 201726Z FEB 75
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 8150
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 02914

FRANKFURT PASS USTS

E.O. 11652: N/A
TAGS: BEXP, BTRA, GW
SUBJECT: FOREIGN BUYERS PROGRAM: U.S. TRAVEL SERVICE
COOPERATION

REF: STATE A-517

1. AFTER FULL REVIEW OF FOREIGN BUYERS PROGRAM IN GERMANY, WE HAVE DETERMINED THAT THE MOST EFFECTIVE WAY OF PROMOTING VISITS BY GERMAN BUSINESSMEN TO SHOWS LISTED IN REFAIR IS THROUGH THE MASS MARKETING EFFORTS OF MAJOR CARRIERS AND TRAVEL AGENCIES IN FRG. TO COORDINATE THIS EFFORT, THE AMBASSADOR RECENTLY EXTENDED INVITATIONS TO THE MAJOR CARRIERS AND TRAVEL AGENCIES TO ATTEND A MEETING IN FRANKFURT UNDER THE CHAIRMANSHIP OF THE DIRECTOR OF THE USTS TO DISCUSS JOINT MARKETING EFFORTS. IT IS OUR INTENTION, THROUGH REGULAR MEETINGS OF THIS GROUP, TO DEVELOP CHARTER OR GROUP INCLUSIVE TOUR FLIGHTS TO SELECTED TRADE SHOWS IN THE UNITED STATES.

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2. AN ESSENTIAL ELEMENT IN THIS EFFORT IS OUR CLOSE COOPERATION WITH THE US TRAVEL SERVICE IN FRANKFURT. USTS HAS THE REQUIRED IN-DEPTH RELATIONSHIPS WITH THE GERMAN TRAVEL INDUSTRY TO DEVELOP NATION-WIDE BUSINESS INTEREST IN SPECIAL FLIGHTS TO AMERICAN TRADE SHOWS. OUR COMMERCIAL PROGRAM CAN PROVIDE THE NAMES OF APPROPRIATE BUSINESSMEN WHO CAN BE CONTACTED BY THE CARRIERS OR AGENTS TO INTEREST THEM IN PARTICIPATING IN THESE FLIGHTS. IF THIS COORDINATED EFFORT IS TO BE EFFECTIVE, HOWEVER, IT IS IMPORTANT THAT USTS IN GERMANY AND THE COMMERCIAL PROGRAM JOINTLY PROMOTE CERTAIN SHOWS. FROM OUR COMMERCIAL PROGRAM VIEWPOINT AND OUR CCP OBJECTIVES, WE WOULD WISH TO PROMOTE THE SHOWS LISTED BELOW. SINCE USTS HAS NOT YET RECEIVED ITS SHOW PROMOTION SCHEDULE FOR FY 76, WE WOULD APPRECIATE BEING INFORMED WHETHER THE SHOWS WE HAVE SELECTED WILL BE ON THE USTS LIST:

NATIONAL HARDWARE SHOW
NATIONAL SPORTING GOODS SHOW
DESIGN ENGINEERING SHOW
ELECTRO '76

3. OUR NEED FOR BROCHURES FOR THE ABOVE-MENTIONED SHOWS WILL LARGELY BE CONTINGENT ON THE AVAILABILITY OF USTS ASSISTANCE IN THEIR PROMOTION.
HILLENBRAND

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